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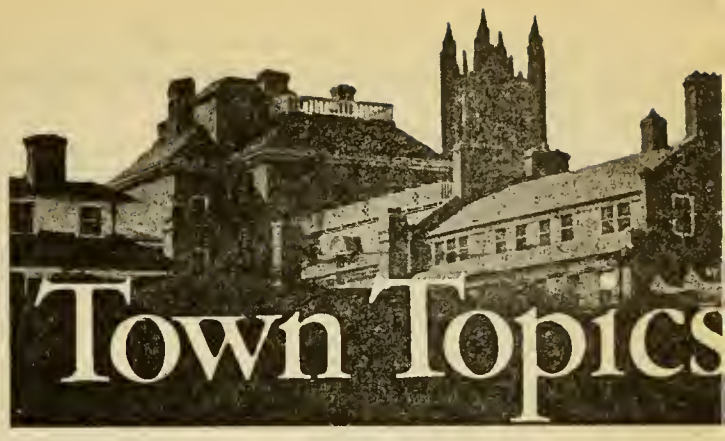

WE NOMINATE

George Horace Gallup, far-seeing native of the Iowa flatlands, who as founder and director of the American Institute of Public Opinion has succeeded in making the reading public aware of the academic-sounding dateline of Princeton, N. J. One of the most talked-of men in the country ever since he came out of the West, Gallup at age 46 has already contributed immeasurably to the American lexicon and has helped the democratic world understand that "the only thing wiser than anybody is everybody."

The Gallup saga, typically American in every respect, stretches back to his undergraduate days at the University of Iowa, where Gallup, forced by family finances to fend for himself, organized a paying towel service in the swimming-pool locker-room and transformed a moribund campus paper into a profitable daily. University authorities were so impressed by his achievements that they asked him back as an instructor in journalism and it was during his Iowa instructorship that he wrote his memorable thesis, telling how he had developed methods of measuring the reactions of newspaper readers by questioning small, carefully selected groups of them.

He moved on to Drake and Northwestern Universities and continued his surveys until the firm of Young and Rubicam asked him to supervise its copy research. In 1935 he set about organizing his Institute, sold its service to a few newspapers and prepared for the first real test, the Presidential Election of 1936. The only competitors in the field were the *Literary Digest* and *Fortune* Magazine. The *Digest* plumped for Landon. Gallup and *Fortune* both picked FDR. Gallup courageously syndicated his findings before election, but *Fortune,* whose pollsters were subsequently found to be some 5 per cent more accurate than Gallup's, decided to publish *after* election. Gallup was "in!"

This community has since reaped the benefits of its first large-scale, non-academic enterprise, as is evidenced by the several hundred residents now earning their three squares daily by helping determine the electorate's views on matters ranging from the Marshall Plan to innocuous incidentals. Scientific polling—thanks to Gallup's pioneering efforts—has become an accepted part of the national scene and has literally spread throughout the world, for in 1947 there are autonomous Institutes of Public Opinion in England, Canada, Australia, Brazil, Sweden, Holland, Denmark, Norway, Finland and France.

For everything that he has contributed to the development of a Greater Princeton; for making it possible for generally reluctant political leaders to take the pulse of the American people; for accepting his self-imposed, and still tremendous, responsibilities as a public trust; he is TOWN TOPICS' nominee for

PRINCETON'S
MAN OF THE WEEK
November 30-December 6, 1947

Town Topics

Published Every Thursday throughout the Year

DONALD C. STUART, JR.
DAN D. COYLE
Editors and Publishers

Mailed without charge every week to every home in Princeton Borough and Township.
Advertising Rates on Application.
Box 371 Princeton, N. J. Telephone 2326

Vol. II, No. 38 Nov. 30-Dec. 6, 1947

Topics of the Town

Toward Better Traffic Control. The traffic lights at the corner of Nassau Street & University Place, discussed last week in TOWN TOPICS, were the subject of further comment at Tuesday's council meeting. Net result: a motion introduced by Mr. Karch, seconded by Mr. Griffing, that steps be taken immediately to restore the lights at the busy intersection to working order. Mr. Kopliner and Mr. Redding also backed the proposal, Mr. Briner was absent, Mr. Voorhees voted against it.

Repair of the lights at this corner (at an estimated $5,000) will be undertaken by the State Highway Department, Mr. Voorhees reported, only if angle parking is replaced by parallel parking on the north side of Nassau Street. A Highway Department survey of the town's business area favored such a move (1) to facilitate the flow of traffic through Princeton, (2) as a safety measure. Police Commissioner Voorhees based his stand against restitution of the lights to working order on the grounds that parallel parking would decrease by 26 the number of available spaces on the north side of Nassau Street and that the Highway Department should not "dictate" Princeton's parking policies.

Next move will be to ask the Highway Department if it will repair the lights at once, provided parallel parking is instituted on a trial basis. An answer is expected within the week.

Suburbia, N. J. December, always a busy month, gave promise as it neared of a public hearing that would have many a defender of Princeton's residential charm on his feet. Some time before Christmas, the Zoning Board would meet to sound out opinion on a $2,000,000 garden-type apartment project designed to rise between Prospect and Harrison Streets.

Architecture, construction standards and location of the 182 units are all expected to meet with existing borough legislation. Unsettled to date is

(Continued on page four)

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It's New to Us

"Teach Yourself To Play The Piano." "If you've always wanted to play the piano, a book has been dedicated to you. And This Is It." That is the dedication—aimed at untold numbers of frustrated souls—simple, to the point, and effective. So is the book.

Lorene McClintock, the author, had it decided for her "before I was born" that she was to be a musician, but it wasn't quite as simple as that. The usual difficulties, scales, no obvious connection between theory and actual pieces, not liking practicing, etc., beset her, like most of us. But unlike most of us, she went on learning (always feeling that there must be an easier way), became an accomplished piano player and laid the groundwork for the simplified method for sight reading which, after much successful use, has finally found its way into print, and, potentially, into the hands of all of us who didn't have her perseverance but wish we had.

The method, clearly and concisely set forth in the book, is pretty much to the piano what the touch system is to the typewriter. A "Keyboard Concealer" (which comes with the book) rests above the piano keyboard and enables the student to play without being able to see the keys. With this and a set of collapsible cardboard forms which represent the various spaces, or intervals, between the keys from a "third" to an octave, the *feel* of the notes and chords is quickly mastered. When you have completed the book, you will not only be able to play 21 pieces ranging from "Three Blind Mice" to Beethoven's "Moonlight Sonata," but, thanks to the "Concealer" and the cardboard block spacers, you will never again need to wear out your neck bobbing from music to keyboard.

Perhaps it all sounds too good to be true, but Miss McClintock's pupils, including bankers, waitresses, professional violinists and G.I.'s, have proved it both. A well-known university professor of music wished that each of his classes might have the book as a supplement to his teaching, while a G.I. at Halloran Hospital (among the many who have benefited from this theory) registered the only complaint received, after completing the book in three weeks. "I got through too soon. There isn't enough to do."

"Teach Yourself To Play The Piano" will be available shortly at Zavelle's on Palmer Square, and if you watch for their announcement of it in Town Topics, you will know the moment it is.

(*Continued on page seven*)

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Sunkist Cal. Tomato Juice	No. 5 tins, 3 tins .89	$3.45 dz.
Sunkist spiced Peaches	lg. No. 2½ size, 2 jars .79	
Sunkist Fruit Cocktail	lg. No. 2½ size tin, .39	$4.60 dz.
Mission all green Asparagus Tips	2 tins .83	$4.45 dz.
Boysenberries, No. 303 glass	3 jars .79	$3.15 dz.
Mrytle Pink Salmon, tall tins	2 tins	$1.17
Del Monte Sweet Pickle Relish	3 jars	.63
New Chun King Chicken Chow Mein	No. 1 tin	.39
Educator Thinsies whole wheat cracker		.23
2 lb. Fruit Cake Rum Flavored		$1.19
2 lb. Rum & Brandy Fruit Cake, in tin		$1.89

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TOPICS OF THE TOWN

(*Continued from page two*)

the matter of a rent scale, and the value of the apartments to the average house-hungry Princetonian. One well-informed estimate: rents beginning at $85 and running well over $100.

Another comment: a prospective settlement for a whole "village of outsiders," who would add 100-200 children to an over-burdened school system, whose apartments would rank low on the tax scale and high in municipal services required. Also: shall Princeton become a community of garden-type apartments, or maintain its charm as a community of single dwellings? Battle lines were clearly forming between sponsors of the project, J. Friedman & Associates of New York, and an as yet undertermined number of Princetonians.

Miscellany. A house-to-house campaign on December 7 will mark Pearl Harbor Day here by providing Princetonians with an opportunity to sign a petition asking their Congressmen to seek revision of the UN Charter to the end that World Government may become an actuality and war no longer a possibility . . . Private Joseph A. Pinelli, late of 40 Birch Avenue, who was killed in Normandy shortly after D-Day, was among the war heroes who "came home" this week on an Army transport from Belgium.

Loser by 203 votes in the race for sheriff, Bertrand L. Gulick, Jr. was advised last weekend that an unofficial check had found an error of 100 in his favor, promptly requested a recount in ten Trenton districts to see if another 104 could be unearthed . . . but his

(*Continued on page eight*)

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STARTING MONDAY December 15th, Zavelle's Will Be Open Every Evening Until Christmas.
ZAVELLE'S
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Calendar of the Week

Sunday, November 30th

7:00, 8:30, 10:00, 11:00 a.m.: Mass, St. Paul's Roman Catholic Church.

11:00 a.m.: University Preacher, Dean Donald B. Aldrich; University Chapel.
"The Christian Ideal and Universal Military Training," the Rev. Lynn H. Corson; Methodist Church.
"Getting Mastery Over Life," the Rev. Dr. Frank S. Niles; First Church.
Family service for parents and children; sermon, the Rev. William L. Tucker; Second Church.
"The Need For Christ," the Rev. Milton A. Galamison; Witherspoon Presbyterian Church.
"The Story of Salvation," the Rev. Milton J. Nauss; Lutheran Service; Chapel, Westminster Choir College.
Sermon, the Rev. Victor B. Stanley Jr.; Trinity Church.
"Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism, Denounced," Lesson-Sermon; First Church of Christ, Scientist.
Friends Meeting for Worship; Murray-Dodge Hall, University Campus.

7:30 p.m.: Choral Evensong; address, the Rev. Stanley; Trinity Church.

8:00 p.m.: "Religion in the Home," the Rev. Galamison; Witherspoon Church.
"But If Not," the Rev. Dr. Niles; Community Hymn-Singing; First Church.

8:15 p.m.: Evening Service; First Church of Christ, Scientist.

Monday, December 1st

8:00 p.m.: Annual Parish Meeting, Trinity Church.

Wednesday, December 3d

8:00 p.m.: Preparatory Services for Communion, First and Second Churches.
Mid-Week Service, Methodist Church.

8:15 p.m.: Mid-Week Service; First Church of Christ, Scientist.

Thursday, December 4th

5:15 p.m.: Annual Turkey Supper and Bazaar, Second Church

8:30 p.m.: World Federalist Rally, Cord Meyer, Jr., speaker; Alexander Hall.

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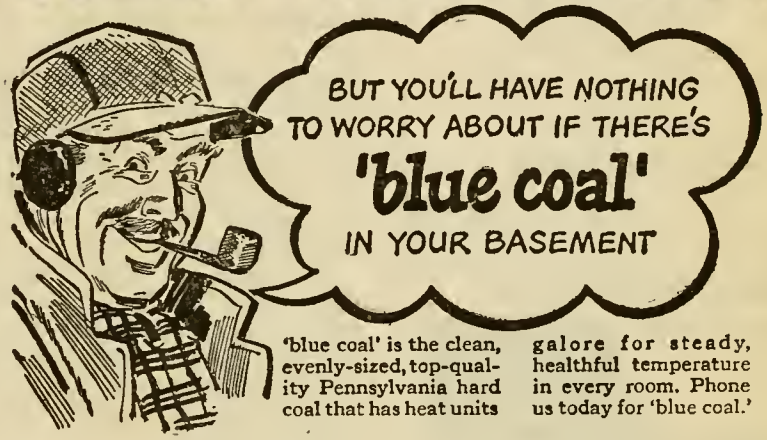

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News of the Theatres

The Playhouse

Merton of the Movies (Fri., Sat.) sends Comic Red Skelton clowning his way through an uninspired satire on the film industry.

Green Dolphin Street (All Week) is adventure drama, set mainly in New Zealand, with Richard Hart cast as a lumberman who can't decide which of two sisters (Donna Reed, Lana Turner) he wants to marry. An earthquake and an attack by the savage Maoris are injected to cover up the many uneven qualities of the rambling plot.

The Garden

Bells of San Angelo (Fri., Sat.) allows Roy Rogers to outwit a tough gang of border smugglers in approved fashion. Acceptable western fare.

Bedelia (Mon., Tues., Wed.) is a modern Borgia (British Margaret Lockwood) who had the habit of poisoning her husbands to collect insurance. Not bad as a mystery.

The Mark of Zorro (Thurs., Fri., Sat.) revives the 1940 melodrama, featuring Tyrone Power and Linda Darnell, in a story of ancient Los Angeles' more carefree days. Notable mostly for a flashing duel between Mr. Power and Basil Rathbone.

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IT'S NEW TO US

(Continued from page three)

Stuffed Toys. A new line of cuddly toys at The Little Clothesline, 53 Palmer Square, has such unusual charm that it should definitely be classified as the "must be seen to be appreciated" type of thing.

All handmade, all obviously the result of individual imagination and personal fondness on the part of their creator, the toys range from small chicks, through rag dolls to huge Humpty Dumptys and elephants.

Colorful and soft materials, such as satins, cottons and velvets, have been used for the toys themselves, while the eye-catching trimmings are made of highly-colored felt and bits of yarn, amusingly applied. Probably a gala and gorgeous Jumbo, with a bedecked clown to ride him, is the most impressive of all. Our favorites were the tiny yellow chickens with felt wings, fluffy wool tails and pipe-cleaner legs. In any and all cases, they are for grown-ups to admire and small fry to adore.

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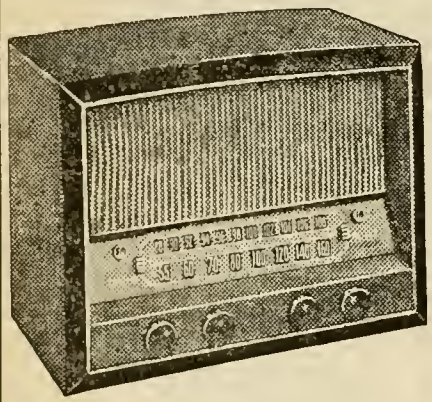
TOPICS OF THE TOWN

(*Continued from page four*)

opponent, Sido L. Ridolfi, claimed an error of 30 in his favor in the first district in the Borough . . . in the automatic fire department election next Tuesday, Earl L. Wilbur of Hook & Ladder will become chief.

Watch for a special issue of Town Topics, in the form of a Christmas shopping guide . . . it will be in your hands December 10.

A technicality (omission of an explanatory paragraph on the ballot) voided the township vote on Sunday liquor sales . . . an ordinance is to be enacted to enforce closings, but may produce a voluble public hearing on Monday, December 7.



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